CONSUMER TIME

"WHEN THE CUPBOARD IS BARE...."

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1. SOUND: CASH REGISTER RINGS TWICE....MONEY IN TILL.

2. ANNCR: It's CONSUMER TIME!

3. SOUND: CASH REGISTER.....CLOSE DRAWER.

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME, by the WAR FOOD ADMINISTRATION.

Friends, today as we promised, we're going to talk about feeding that puppy-dog of yours...and your other household pets. Many folks find that feeding pets nowadays is quite a problem! And even though the European part of this war is won...it doesn't look as though we're going to be able to enjoy plenty of meat and certain other foods...for a long time to come, yet! So — today we're going to suggest some valuable alternates for meat and other scarce foods...which your dog or cat will enjoy...and which will make him a healthier, happier animal!

First — we're going to hear from an outstanding authority on the subject of animals — little ones and big ones. He's Dr. William Mann, famous explorer and director of the National Zoological Park in Washington, D. C. Besides giving some valuable advice on what and how to feed your pets...he is also going to tell us a little about what animals at the Zoo are eating in wartime! Dr. Mann is waiting for us at the Park right now...so let's switch the mike over to him out there.

SWITCH APPROX. - 12:16:15 PM EWT)

5. ANNCR: CONSUMER TIME takes you to the Washington Zoo.

6. JOHN: Hello, everyone...we're greeting you from the big, modern Bird House at the National Zoological Park, in Washington, D. C. And with us at the microphone is Dr. William Mann, director of the Washington Zoo! We're going to talk all about feeding animals... animals at the Zoo, and also about what to feed your household pets!!!

7. FREYMAN: Dr. Mann...I guess a Zoo is faced with a terrific problem when there's a meat shortage...and so many other foods are hard to get!

8. MANN: Well, we have had some pretty tight times of it...particularly in the beginning of the War. You see, a Zoo has to buy a lot of bulk food and pay the lowest prices. And we can't buy rationed foods, of course.

9. FREYMAN: No rationed foods at all, Dr. Mann?

10. MANN: Only sugar. And we are alloted a small monthly amount of that by our ration board.

11. JOHN: If I may ask...which of the various squeaking and chattering inhabitants here enjoy sweet food, Dr. Mann...

12. MANN: Oh, the monkeys and the birds, mostly. You see, before the war, the Zoo used to get about three thousand pounds of bananas every month. You can imagine how important bananas are around here! But of course when shipments from the tropics were cut off, we were up against it. We still are, as a matter of fact.

[illegible]

13. JOHN: And what do you do, then, in place of bananas?

14. MANN: Well, that's where the sugar comes in. We chop up vegetables, and the fresh fruit that's in season...and sweeten it, to give it about the same food quality as bananas have.

15. JOHN: And do the birds seem happy about it all?

16. MANN: Indeed they do. And the monkeys too, of course. They're happy about everything. In fact, they don't get nearly as excited as people do about wartime substitutes for their favorite foods!

17. JOHN: Well that's certainly something for we human beings to keep in mind!

18. MANN: I'll tell you an interesting story. It's about our flamingoes! (Tell Flamingo Story....How they're turning pink again, etc....)

19. JOHN: (AD LIB...certainly is a good story etc.) Well now, Dr. Mann, I I imagine people who have canaries and other birds as household pets...haven't had much difficulty in finding plenty of birdseed in wartime?

20. MANN: Oh, yes they have. For a while birdseed was kind of hard to get.. because it's grown overseas, you know. But now we're raising it in United States, and there's plenty again. Poppyseed comes only from Poland, though, and there's very little of that.

21. JOHN: But the folks who keep birds aren't really our big problem on CONSUMER TIME today, Dr. Mann! It's the "Mother Hubbards who go to their cupboards to get the dear doggie a bone..."

22. FREYMAN: "And when they get there, the cupboard's bare!" ... what do they do in a case like that?

23. MANN: Yes, I know what you mean by that question! We have the same problem on a very large — I should say roaring — scale! And incidentally, we get a good many requests from pet-owners wanting to know good alternates for meat and other scarce foods!

24. JOHN: Well, that's what we want to hear about today...some wartime menus for hungry pets!

25. MANN: Well, first of all, I'll tell you a little about what we do here at the Zoo. We feed the animals horsemeat, you know. And for household pets, I'd advise you to get Government-inspected horse-meat. You can tell it by the green inspection stamp.

26. FREYMAN: That's to make sure that the animal was healthy...and that the meat was handled in a sanitary way...isn't it?

27. MANN: Yes. And another thing about horse-meat. If you're going to feed it to your dog or cat, you ought to feed it regularly, and not too much at a time. It's not good to give them large amounts infrequently.

28. FREYMAN: Oh, I see. Well, is horse-meat hard to find, Dr. Mann?

29. MANN: Sometimes you have to shop around for it, but I think the supply is good in most places.

30. JOHN: (SUDDENLY) Hey — what's going on over there in the penguin cage, Dr. Mann! Looks like quite a commotion!!

31. MANN: Yes, they're going to get their dinner. It's all in that bucket the boy is carrying...a bucket-full of fish. It's a little early for their dinner, but since they're on the Network, we thought we'd stretch a point today!

32. FREYMAN: My goodness they're eating them whole...those tremendous fish!!

33. JOHN: (LAUGH) Yes, see there...all the penguins do is hold their mouths open, and the boy shoves in the fish...

34. FREYMAN: It looks very greedy of them...standing around in their full-dress suits and eating like that...

35. JOHN: Tell us, Dr. Mann...do you have difficulty finding enough fish to feed the animals?

36. MANN: Not right now. There seems to be enough, and we don't look for any shortage...

37. FREYMAN: Maybe fish would be a good alternate for meat, for feeding pets.

38. MANN: Yes it is, if you don't give too much too often. I wouldn't give it to a dog more than about once weekly. And you must be sure you take all the harmful bones out. Canned fish, of course, is fine, when you can get it...and if you want to spend the ration points.

39. JOHN: Well, maybe now that half the war is over, we'll be getting canned dog food again.

40. MANN: I wouldn't count on that too soon. But remember, this dried dog food, kibbled food, and so on...is very good. There are many kinds of it. Read the labels and pick out one with high food value.

41. JOHN: Well Dr. Mann...I've tried some of that on my dog, but he doesn't exactly relish it.

42. MANN: Then I'd try different kinds until I found one he did like. It's generally a good, balanced food. You know, dogs are like we are. They don't want to have to get used to something different. But what I'd do with a prepared dog food is feed it gradually. Get him used to it. First a little bit, mixed up with something he really likes. Then after a few days, increase the amount of the dried food until he gets used to it, and he'll thoroughly enjoy it after a while. Just do it gradually.

43. FREYMANN: Now that sounds like very good advice, Dr. Mann.

44. MANN: And remember, too, that milk is a very important food for your dog and cat. There's plenty of milk this spring, you know.

45. FREYMANN: I never did know exactly how much milk to give my dog...

46. MANN: Well I'd say about a pint a day is average for most small and medium-sized dogs. And one to two quarts should be plenty for large ones.

47. JOHN: Well, now, Dr. Mann...tell us a little more about some of the wartime feeding problems here at the Zoo...

48. FREYMAN: Yes! What do you feed the bears, for instance? They're so huge, they must require tremendous quantities of food!

49. MANN: Well, they're not as much of a problem as you'd think! We make what we call "bear bread," you know. Bake it right here at the Zoo...three-hundred and sixty pounds a day.

50. JOHN: Bear bread! What's it made out of?

51. MANN: Flour and yeast...and about 40% bran.

52. JOHN: Well, that's an idea...why couldn't I feed my dog a lot of cereal in place of foods that are hard to get? There's plenty of it on the market!

53. FREYMANN: My dog turns up his nose at it.

54. MANN: Dogs don't usually go for cereal. But it's a very valuable food for bulk...and for energy, protein, and some vitamins. You ought to feed it to your doggie now and then.

55. FREYMAN: What's the best way to prepare cereals to feed a dog?

56. MANN: Well, corn bread is pretty good. And rice, thoroughly cooked, or cooked oats. But these are more or less winter rations. I'd feed these cereals only to husky active outdoor dogs...dogs that get plenty of exercise.

57. JOHN: Now...how about vegetables. I understand there's going to be no shortage of them this summer. Is it good to feed dogs vegetables?

58. FREYMAN: Yes...and I've heard of people feeding their dogs raw beets and carrots...Is that good, Dr. Mann?

59. MANN: Certainly, that's all right...when the main idea is supplying bulk to the food. Raw tomatoes are good too, because they're easily mixed up with other food. Of course you know you have to mix in the vegetables thoroughly. Most dogs won't eat them if you don't.

60. JOHN: But what about this "raw" business? Isn't it better to cook the vegetables?

61. MANN: Yes it is better to cook tough, fibrous vegetables. The very best thing is to make a stew...cook meat and vegetables together.

62. JOHN: Now there's another thing I've wondered about...and that is just how important is it that a dog have bones! Does he get any food out of a bone?

63. MANN: Well, bones are a good source of calcium and phosphorus, you know. But now some people say that it's dangerous for dogs to eat bones...particularly splintery ones. And they're hard on a dog's teeth. I think you should be pretty careful about the bones you give a dog.

64. JOHN: But don't they have to have that calcium?

65. MANN: Yes — and you can get bone-meal already ground up, you know. A very little bit is enough to supply the calcium and phosphorus that's needed.

66. FREYMANN: Of course that sounds like taking a lot of fun away from a dog.

67. MANN: Maybe — but right now, of course, it's hard enough to find bones at your butcher's. It's a good thing to remember — this ground bone-meal.

68. JOHN: Well, Dr. Mann...We worry so much about what to feed one little dog or a couple of cats...I should think you'd lie awake nights trying to figure out what to feed a whole Zooful of animals nowadays!

69. MANN: As a matter of fact, we haven't had as much trouble as you'd think. We simply have to stick to the lowest price foods we can find...the foods which are most abundant. And, of course, foods which don't require ration points. That narrows us down to a simple problem.

70. FREYMAN: But haven't some of the recent shortages given you a lot of worries?

71. MANN: Well here's one thing that happened. We use hundreds of pounds of sweetpotatoes here in the Zoo. And not so long ago, the price went up to 20¢ a pound. So, as you can imagine, not one sweetpotato was served at the Zoo...until the price went down. We just had to substitute with other vegetables.

72. JOHN: Now don't some of the rare animals and birds need careful feeding, and specially good food?

73. MANN: (DETAILS ABOUT THIS. ABOUT "BARBARA" TOO)

74. FREYMANN: (AD LIB. THEN:) Well thank you very much, Dr. Mann...for your valuable suggestions on feeding pets...and for some entertaining stories about the Washington Zoo!

75. JOHN: Friends, we're going to take you back to our studios now, where Holly Wright will tell you how to get your copy of the Department of Agriculture pamphlet entitled "Feeding Dogs." <u>Go ahead, Holly Wright!</u>

(SWITCH TO STUDIO)

76. WRIGHT: We're back in the studio now, after a trip to the National Zoological Park here in Washington, D. C. And you've heard from Dr. William Mann, famous explorer and director of the Washington Zoo.

77. ANNCR: Friends, if finding food for your dog has been a problem lately, you'll want a copy of the informative pamphlet entitled "Feeding Dogs," which is your free when you write to CONSUMER TIME. The 15-page pamphlet contains practical directions for the feeding of dogs, including an account of the kinds and quantities of feeds that may be used, and precautions against unwise feeding. You will find it permanently useful, as it contains important information about meats and canned dog foods...as well as suggestions on feeding vegetables, cereals, and prepared dried foods. Send for your copy of the Department of Agriculture pamphlet entitled "Feeding Dogs." It's yours free. Write to CONSUMER TIME, Washington 25, D. C. Include your name, address, and the name of the station to which you are listening. That's CONSUMER TIME, Washington, 25, D. C.

78. WRIGHT: Next week on CONSUMER TIME, we're going to look toward the Pacific theatre of war. And we're going to hear a remarkable story about the Philippine Islands, from a man who broadcast the fall of Manila.

79. ANNCR: He is Bert Silen, NBC correspondent from the Pacific. Mr. Silen will describe vividly, from his own experiences, the plight of the Philippine Islanders...today, and during the Japanese occupation.

80. WRIGHT: Listen next week, for another edition of...

81. SOUND: CASH REGISTER....MONEY IN TILL

82. ANNCR: CONSUMER TIME!

83. SOUND: CASH REGISTER

84. WRIGHT: How your money buys a living in wartime.

85. SOUND: CASH REGISTER....CLOSE DRAWER

86. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.

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